

CARLSBAD AVENUES

Let's talk about **SMART GROWTH**

As America's population grows, so does the need for an intelligent way to manage growth. The concept of "smart growth" takes into account the complex, interconnected issues of population growth, affordable housing, transportation, habitat, open space preservation, economic prosperity, and energy and water needs. In a nutshell, smart growth strives to achieve more efficient ways of utilizing resources to minimize sprawl.

On March 5, 2002, the Carlsbad City Council unanimously passed, approved and adopted Resolution Number 2002-072 "supporting smart growth in the San Diego region ... within the context of Carlsbad's existing, voter-approved Growth Management Plan and the ... smart growth principles that it promotes."

Growing smarter

Years ago, "Get Smart" was a popular TV comedy in which a bumbling secret agent used a phone in his shoe to seek answers. Today, instead of shoe phones we have cell phones; probably almost one phone per person, for a total of nearly three million — the approximate population of San Diego County.

Recently, regional leaders "got smart" by joining together to promote an answer to the challenge of the area's steadily increasing population. Entitled the Region 2020 Strategy, this smart growth strategy was formulated in early 2002 by the San Diego Association of Governments (SANDAG), of which the City of Carlsbad is a member.

By adhering to this 2020 vision, which is enthusiastically endorsed by the Carlsbad City Council, our community (and the region) should be able to maintain the quality of life attracting so many residents and businesses to the area through buildout in 2020 and beyond.

"The San Diego region has defined smart growth as a compact, efficient and environmentally-sensitive pattern of development that provides people with additional travel, housing and employment choices by focusing future growth closer to existing and planned job centers and public facilities, and away from rural areas."

— From Carlsbad City Council Resolution 2002-072

Smart growth begins with intelligent planning

According to the Region 2020 Strategy, smart growth "can take many different forms. Smart growth in Carlsbad looks different than smart growth in downtown San Diego." The strategy consists of:

Housing Choices • Walkable Neighborhoods

Community Character • Transportation Choices • Mixed Land Uses

More Public Places • Open Space Preservation • Jobs Near Housing

More Urban Public Facilities • Jobs and Housing Near Transit



SANDAG's recent "Get Smart" poster/publication gave three accolades to Carlsbad, more than any of the other 17 SANDAG municipalities with the exception of San Diego.

If "S" is for smart, "D" is for dumb

Once smart growth has been defined and described, it's obvious what isn't smart. "Dumb" growth is growth that is difficult to sustain socially, economically and environmentally. Smart growth is not only wise and un-wasteful, it also is efficient and equitable. It DOES NOT:

- Replace single-family homes with apartments.
- Build only luxury high-end homes available to an exclusive few.
- Put high-density housing everywhere.
- Only widen freeways in a vain attempt to solve traffic problems.



The smart growth principle of locating jobs and housing near transportation "coasts" through Carlsbad via two transit stations: one in the Village (above) and one at Poinsettia (below).



Informed Involvement Is Our Goal.

AVENUES publications are created by the City of Carlsbad to communicate why things are the way they are today ... and to explain how you can help direct their progress in the future.

Carlsbad is proud to be at the forefront of smart growth

Many years before SANDAG's Region 2020 Strategy was formulated, the City of Carlsbad embarked on significant steps toward achieving pedestrian-friendly urban designs. It all started where our community began: in the downtown Village. It continued with two new programs. The text on these efforts is excerpted/paraphrased from SANDAG's Smart Growth poster/publication:

CARLSBAD VILLAGE

Carlsbad Village features many antique stores and boutiques, sidewalks cafes and charming hotels — all just a short walk from the beach. Local businesses are intermixed with neighborhood services and residences. The Village's narrow, tree-lined streets are easy to navigate on foot. The City acted to protect the special quality of the streets and trees through a targeted design ordinance, enhancing the character with landscaping, medians and other pedestrian improvements. A nearby transit center makes the Village easily accessible by Coaster or bus.

LIVABLE STREETS

Carlsbad recently modified its Residential Street Design Standards. The changes will significantly reduce road width requirements on new subdivisions. The Livable Streets program is the first step in a broader Livable Communities agenda.

POINSETTIA PROPERTIES



Much of Poinsettia Properties, including this 92-unit affordable housing development called Poinsettia Station, has blossomed into reality.

The Poinsettia Properties Specific Plan guides the development of 660 homes on a 92-acre site adjacent to the Poinsettia Coaster station. The plan defines eight distinct neighborhoods including a mixed-use core adjacent to the station offering commercial retail space that provides shopping amenities to commuters and residents. Additionally, the site will have a daycare center and 61 live/work units above the retail shops. The entire area is accessible by an extensive network of landscaped pedestrian pathways and trails, as well as by transit and automobile.

BRESSI RANCH

Poinsettia Properties is the first transit-oriented residential development in Carlsbad. It will not be the last. In June 2002, the 585-acre Bressi Ranch project to be built at the southeast corner of Palomar Airport Road and El Camino Real received the Planning Commission's approval, with City Council approval occurring the following month.

Homes will be offered in a wide range of prices (including 100 apartments set-aside for lower-income renters) and styles to suit

Smart growth is on the move

The City of Carlsbad is committed to creating more livable communities in new and existing developments throughout the city. Other San Diego County municipalities are doing their part to promote smart growth through an array of exciting, forward-looking projects. Among them are:

- The Escondido Creek Channel Bike Path, a six-mile path connecting the city's eastern and western communities.
- San Marcos' San Elijo Ranch offering a variety of housing in a community with a neighborhood retail center, schools, parks wildlife preserves and even an old-fashioned town square.
- SDSU's transformation of a university area into a true campus village community, complete with an underground trolley station.
- San Diego's popular Kensington Park Plaza, which demonstrates successful infill development within an "urban village" concept.
- The Coastal Rail Trail, a 42-mile adventure, offering people on non-motorized vehicles an enjoyable journey from the Oceanside Transit Center through a variety of unique natural and urban environments all the way to downtown San Diego. Six of those exhilarating miles can be pedaled through Carlsbad!

everyone from single buyers and young families to empty-nesters and seniors. To serve the latter population, an area is set aside for an assisted living facility. Space will also exist for a church, day-care center and other amenities.

One-third of the property will be designated for open space and habitat preservation. Paths and trails (to connect with the citywide trail system) will abound. Streets will be narrow and bordered with trees. Residents will be able to meet and mingle with their neighbors, walk or bike to work, and enjoy living in a pedestrian-friendly — and just plain friendly — community.

Further Information and Involvement

If you would like further information on smart growth and related topics, we invite you to:

- Contact the Planning Department at 602-4600 to obtain an AVENUE on Livable Communities.
- Review a copy of the Smart Growth Resolution #2002-072 by calling the City Clerk at 434-2808 or emailing your request to clerks@ci.carlsbad.ca.us.
- Check out the city's website at www.ci.carlsbad.ca.us.
- Call 434-2808 to sign up for the Carlsbad Citizens' Academy.
- Call SANDAG at (619) 535-5300 or visit www.sandag.org.

If you would like to observe and/or participate in the planning process, we invite you to:

- Attend a Planning Commission meeting, generally held on the first and third Wednesdays of each month at 6 pm in the Council Chambers.
- Learn about applying for membership on this or other volunteer advisory boards and commissions by calling the City Clerk at 434-2808.
- Attend a regularly scheduled City Council meeting, generally held on Tuesdays at 6 pm in the Council Chambers.
- Call 434-2820 to confirm above dates and times and to get more information on how you can help direct the avenues of your city's policies and programs.

